

MINUTES  
Community Center Advisory Board  
Village of Key Biscayne, Florida  
Monday, December 6, 2004

Key Biscayne Community Center  
10 Village Green Way

7:00 P.M.

**CALL TO ORDER/ROLL CALL OF MEMBERS:** The meeting was called to order at 6:44 PM. Present were board members Carlos Batlle, Sixto Campano, Bonnie Cooper, Catherine Dowd, Jim Leavitt, and Susi Westfall. Also present were Councilmember Pat Weinman, Ken Ballard and staff members Todd Hofferberth, Maite Miyares, and Vicky Stewart.

Ken Ballard congratulated the advisory board for all the memberships and activities the Community Center has to offer. He stated that by reading the minutes of the Advisory Board meetings he feels the problems the Center is facing are normal when opening a facility. He feels that the problems are mostly growing pains that will fade away after the first three months, he feels the basic problems they are facing will sort themselves out once the Center has a routine. He feels a lot of the problems are coming from a lot of use, and those are great problems because it shows people want to use the building. Ms. Dowd asked for direction about not enforcing some of the rules. He feels security and safety needs have to be addressed and those rules need to be enforced. The building is extremely accessible and that safety and security problem needs to be taken care of immediately. The Village Manager, Ms. Menendez explained the panic hardware will be installed and there will be additional security cameras also installed. Mr. Leavitt stated he is concerned about the access through the front desk. Mr. Ballard suggests using planters, furniture or stanchions to direct people to go directly to the front desk. Mr. Campano feels the board should try to reconsider the front desk area. Mr. Ballard stated that the main goal should be to direct all traffic through the double doors in the front. Mr. Ballard told the committee they need to decide how far they want to go to restrict access and how much they would like to inconvenience the users. He feels the committee should not make a decision right now, they should wait at least 6 months to review all the issues and take action. Mr. Ballard suggested using different security methods for different times of day, for example setting up a pre screen security system at the front desk during peak times. Mr. Ballard suggested having the elevator not go directly to the 2<sup>nd</sup> floor during the afternoon or evenings. Ms. Westfall asked Mr. Ballard what he feels about the effectiveness of signage. He stated that he feels the Center should start with not a lot and wait until to see what you really needed, he feels that what we have right now is good. Mr. Batlle asked Mr. Ballard for suggestions on dealing with the stairwell and access to the second floor.

He feels that the committee needs to concentrate on safety, security and finance. He feels something that is really important is making sure that the access is restricted to members

so that the membership does not lose its value. Mr. Sonnabend asked about the financial accountability of the front desk. Mr. Hofferberth explained how the front desk staff supervisor deals with the day to day financial aspects. Mr. Ballard stated that this Center has a good accounting system and all the tools are in place. Ms. Westfall stated that we need to have a report on the different age groups that are using the facility so that staff can properly program for the different age groups. The committee discussed the staffing issue with Mr. Ballard. Mr. Ballard stated that most facilities overstaff the key areas during the first few months and then cut off on staffing. He feels that if we add staff, we should only add temporary part time staff. The committee discussed marketing. Mr. Ballard suggests we should wait a while and see who we are hitting. He feels also feels we should ramp up in programming and marketing. He feels we should do the things we are doing well, well and don't spread ourselves too thin.

Mr. Ballard discussed how Centers manage and communicate the "ramping up" process successfully. The committee asked about getting feedback from the members. Mr. Ballard suggests that they wait before they ask the questions. He feels it is important to develop the programming and then ask the members what is missing from the programming. The committee discussed the staff and their customer service skills. The committee discussed the culture in the Center. The committee also discussed the maintenance of the equipment in the Wellness Center. The committee discussed the concession. Mr. Ballard stated that only 50% of the concessions in these types of centers are profit makers. He stated that most of the concessions are a service to members instead of revenue makers. The committee discussed how and when the Center should communicate with the members. The Committee discussed placing information on the Key Biscayne Website with FAQ's and the Class Schedule. The committee discussed ways to introduce the policies and procedures to the members. The Committee discussed the placement of information pamphlets on the front desk. The Committee discussed an enrollment folder with information. The Committee discussed fundraising (ie: selling bricks). Mr. Ballard feels that they should fundraise for a specific purpose that will be an addition to what the people already see.

Ms. Dowd asked about recruiting part time staff from the University Miami, Florida International University and the local Hotels. The Committee discussed the Crandon West McIntyre Intersection. Ms. Menendez reported the intersection will be finished in March. The Committee discussed the 530 Crandon Blvd. property. The committee discussed the Ritz Carlton training that all Village employees will be submitted to.

Next Meeting: December 21, 2004 at 7:00pm.

The meeting was adjourned at 8:55 PM by Mr. Leavitt.